

WHAT IS CLAIMED IS:

1. An oil-in-water type emulsion cosmetic comprising  
(A) a hydrophilic surface active agent, (B) an oily component  
and (C) water, wherein the weight ratio of the component (B)  
5 is 10 or more based on 1 of the component (A).

10 2. The oil-in-water type emulsion cosmetic according to  
claim 1, wherein the cosmetic has a light transmittance at 550  
nm of 50% or more.

15 3. The oil-in-water type emulsion cosmetic according to  
claim 1, which has an average particle size of the emulsion  
particles of 0.01 to 0.2  $\mu\text{m}$ .

20 4. The oil-in-water type emulsion cosmetic according to  
claim 1, wherein the component (B) comprises a liquid oil  
component and a solid fatty material, and the cosmetic has a  
viscosity at 25°C of 200 to 1,000,000 mPa·s.

25 5. The oil-in-water type emulsion cosmetic according to  
claim 2, wherein the component (B) comprises a liquid oil  
component and a solid fatty material, and the cosmetic has a  
viscosity at 25°C of 200 to 1,000,000 mPa·s.

6. The oil-in-water type emulsion cosmetic according to  
claim 1, which is produced by applying a shear force  
corresponding to a maximum shear rate of 10,000 s<sup>-1</sup> or more to  
a mixture of the component (A), component (B) and component  
5 (C).

7. The oil-in-water type emulsion cosmetic according to  
claim 2, which is produced by applying a shear force  
corresponding to a maximum shear rate of 10,000 s<sup>-1</sup> or more to  
10 a mixture of the component (A), component (B) and component  
(C).

8. A liquid cosmetic which is obtained by diluting the  
oil-in-water type emulsion cosmetic according to claim 4 with  
15 an aqueous medium.

9. A liquid cosmetic which is obtained by diluting the  
oil-in-water type emulsion cosmetic according to claim 5 with  
an aqueous medium.